



**CITY OF SCOTTSDALE
TOURISM DEVELOPMENT COMMISSION
SPECIAL MEETING**

Tuesday, December 16, 2014

**SkySong, Imagination Conference Room
1475 N. Scottsdale Road
Scottsdale, Arizona 85257
APPROVED MINUTES**

PRESENT: David Scholefield, Chairperson
Ace Bailey (arrived at 8:51 a.m.)
Carl Grupp
Camille Hill
Ren Hirose
Robert McCreary (arrived at 8:50 a.m.)

ABSENT: Tom Enders, Vice-Chairperson

STAFF: Steve Geiogamah
Holli Shannon
Paul Katsenes
Rose Rimsnider
Fritz Behring
Cheryl Sumner

GUESTS: Virginia Korte, Council Member
Rachel Sacco, SCVB
Rachel Pearson, SCVB
Dave Alford, Parada del Sol
Valeri LeBlanc, PLACES Consulting

1. Call to Order/Roll Call

Noting the presence of a quorum, Chairperson Scholefield called the special meeting of the Scottsdale Tourism Development Commission to order at 8:41 a.m.

2. Approval of Minutes

- November 3, 2014 Joint Meeting

Commissioner Hill requested clarifying language regarding emergency access roads in the Preserve.

COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE NOVEMBER 3, 2014 JOINT MEETING AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS BAILEY AND MCCREARY WERE NOT YET PRESENT.

- November 18, 2014 Regular Meeting

Commissioner Hirose noted a typographical error.

COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE NOVEMBER 18, 2014 REGULAR MEETING AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS BAILEY AND MCCREARY WERE NOT YET PRESENT.

3. Manager Reports

a. Staff Bed-Tax Collection Report

Steve Geiogamah reported that bed tax collections for October were flat. Tax Audit attributes this to several late payments. Once those late payments are included, actual collections will be up 6%, and year to date returns up 7%. This adjustment will be noted in next month's report. Limited service hotels are trending positively compared to the prior year.

b. Bed Tax Proforma

Mr. Geiogamah said the TDC will receive a full proforma report from Lee Guillory during the work study session.

c. Smith Travel Report

Mr. Geiogamah stated that the local lodging performance indicators continues to trend positive. Occupancy is up 2.5%, average daily rate is up almost 7%, and RevPar continues to trend well at 9.6%.

d. Program Updates

Mr. Geiogamah reported that the working group approved one event, Hashknife Pony Express, for community event funding of up to \$8,000. Survey results were provided for the Arabian Breeders Cup (ABC), the Arizona Fall Championship (AFC), the Polo Tournament, and World Food Championship. The ABC and AFC surveys were

conducted by mail, according to the wishes of the producers, and sample sizes were adequate. Results show that Breeders Cup attendees used luxury resorts and full service hotels. AFC attendees used full service hotels and RV grounds.

Mr. Geiogamah explained that the Polo Tournament coincided with the World Food Championship. Since the events were combined, it was difficult to get an accurate survey results for the food championship event. Staff is retooling the feedback template to ensure better consistency in results reporting. Chairperson Scholefield requested that future survey reports include results from the previous year, as this would help identify trends.

4. Scottsdale PRCA Champions Challenge – New Event Funding Proposal

Mr. Geiogamah explained that the PRCA is a one-day event to be held on the Thursday before the Parada del Sol. Producers anticipate 25,000 attendees. The event marketing budget is \$175,000, which is about 50% of the total budget. The request is for up to \$75,000 in new event funding.

Dave Alford, Parada del Sol President, said last year's Scottsdale Champions' Challenge event was a success and the future holds much promise. Although it was held on a Thursday, the Equidome was filled to capacity. PRCA has the largest rodeo business in the world with 600 held across the country each year. There are only ten events in the Champions Challenge series, which features the top ten cowboys in each competition. Scottsdale was chosen as one of the hosts because of its climate and the facilities at WestWorld. Parada del Sol produces the Scottsdale event.

Mr. Alford showed excerpts from a video that CBS aired on three occasions in the week following the rodeo. Scottsdale is listed on a sign on every chute. WestWorld is mentioned as the venue by the announcers several times during the broadcast. The logo that Parada uses for the local event includes Scottsdale, but the national PRCA logo does not. WestWorld has a reputation of having the best seats in the pro rodeo world. The publication *Rodeo Sports News*, which reaches 100,000 fans and cowboys every month, has featured a full page ad on the Scottsdale Champions Challenge every month for the past few months.

Valeri LeBlanc inquired whether PRCA intends to incorporate more web-based content during future broadcasts. Mr. Alford responded that PRCA offers live streaming. Commissioner Grupp requested that the screenshots display the Experience Scottsdale website.

Mr. Alford concluded by noting that there are 30 million rodeo fans in the U.S. and Canada, and four million attend a rodeo every year. Fifty-one percent of fans are female. Sports Business Daily has rodeos ranked as the seventh most attended sport in the country, ahead of golf and tennis. This year, a western marketplace will be open in the North Hall during both the parade and the Champions Challenge. This event will place Scottsdale among an elite group of rodeos, along with the National Finals Rodeo. As the local event matures, room stays will increase as people stay to attend Cactus League baseball games.

Commissioner Hirose inquired whether the broadcast featured outdoor shots of Scottsdale. Mr. Alford said every commercial break featured B-roll of Scottsdale's outdoor attractions, and CBS spent about one minute discussing WestWorld specifically.

Mr. Geiogamah stated that the current funding available for events is \$179,000. This event funding program does not come with a room night requirement. Mr. Alford reported that all room blocks were full last year, but there were probably many more that were not tracked. Improvements in room night tracking will be made this year. Ms. Sacco said producers are being asked to provide a link from their event website to the SCVB website. Commissioner Hill inquired about efforts to reach international travelers. Ms. Sacco said the SCVB will discuss that with the producers. Chairperson Scholefield suggested that the marketing research handle Canada separately from other international destinations.

COMMISSIONER HIROSE MOVED TO RECOMMEND FUNDING FOR UP TO \$75,000 FROM THE BUDGET UNDER ONE TIME COMMITMENTS FOR EVENTS. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0).

5. Identification of Future Agenda Items

None.

6. Public Comment

None.

7. Adjournment

The special meeting adjourned at 9:22 a.m.

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